



Transition Report Presentation

to the Utah State Senate
Business and Labor Committee
November 17, 2021

Who we are

- Oversee the sale and distribution of alcoholic beverages safely and legally under state law
- Contribute financially to all Utahns through state and community programs and projects
- Support, partner with state and local business community (i.e. hospitality, tourism)
- Committed to health and safety of Utah families
 - School lunch programs
 - Underage drinking prevention (Parents Empowered)

Goals

- Continuous improvement towards greater transparency and efficiencies in operations
- Improve employee retention and job satisfaction
- Excellent customer service to all we serve; including:
 - Retail store customers
 - Product vendors
 - Large retailers
 - Local businesses and local manufacturers



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I. DABC Employees

- SB 137: pay increase for retail store and warehouse employees
- Statewide tour to visit employees across Utah: listen to feedback, establish open-door policy
- Initiated professional development program
- Improve safety: assess employees' feelings about safety, establish new protocols with management

II. Strategic Plan

- Developed and published strategic plan for better transparency and accountability
- Multi-year plan in-progress



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III. IT Infrastructure

- Updates to improve internal efficiencies, accountability, customer service
- Better support for Utah businesses

IV. Public Perception

- Greater customer service focus throughout agency
- Agency name change to Department of Alcoholic Beverage Services

V. Retail Stores

- Better align with private sector practices while not promoting the sale of alcohol
- Well-designed stores for improved shopping experience
- Recommending *Click & Collect: Buy Online, Pick Up in Store*



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VI. Licensees (businesses that are licensed to sell alcohol)

- Partner to law-abiding local businesses who contribute to our state's economic and cultural vitality
- First ever licensee survey to listen and learn about how we can be better partners
- Improve communication, proactive outreach, better responsiveness

VII. Special Order Program

- Every responsible customer should have efficient access to products, even the hard-to-find, premium products
- Constraints in available shelf space and logistics prevents DABC from carrying every product available
- Improved special order program: faster turnaround time, clear communication with customer or order progress, more warehouse personnel to execute



Thank you

